**Mike Mardis**

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**OBJECTIVE** To secure a position with a well established organization with a stable environment that will lead to a

lasting relationship in the field content creation and marketing

**CORE STRENGTHS** Writing / Editing Background Managing Multiple Projects

Working Knowledge of AP Style MS Office / Adobe Proficiency

Google Docs / MS Suite Team Management Experience

**EDUCATION** BA Communications / Writing Graduated May 2009

University of Evansville, Evansville, Indiana

**MARKETING EXPERIENCE**

● Lead retail team to raise department sales 30% in 2012

● Gained visibility and target demographic knowledge in web department of 14WFIE

● Studied, created, and enacted multiple campaigns as member of a collegiate team

● Founded Gilda’s Club Youth Project at University of Evansville through targeted campaign

● Studied and utilized Google Analytics as sole owner of RayMar LLC

**EXPERIENCE**

14 WFIE Evansville, IN May 2008-Oct. 2008

**New Media Producer**

● Edited news content for online publication using AP Style

● Edited original video and sound for online publication

● Reorganized appearance of website using html manipulation

● Updated web page with fresh video and text content daily

● Managed multiple tasks on hourly deadlines in a fast-paced news environment

RayMar Ventures LLC 2009

**Sole Owner**

● Started LLC venture into online drop-ship retail

● Edited and organized all online content for website

● Created and maintained operational retail website

● Executed market research and advertising for website

Menards Oct. 2009-Jan. 2013

**Department Manager**

● Coordinated multiple team member personalities and strengths to achieve goals

● Developed implemented inventory plans to maximize sales and merchandizing solutions

● Implemented incentive programs to drive team performance

● Maintained relationships with vendors to ensure smooth product turnover

eTechnologies Feb. 2013-May 2013

**Content Writer**

● Created and edit original SEO-based web copy

● Wrote industry-relevant press releases

● Maintained fresh relevant content for over 100 websites

● Managed outsourcing of content for over 100 blogs

DAZ Furniture May 2013-Current

**SEO Content Manager**

●  Managed and edited all published content for website and blog

                                  ●  Wrote and published original SEO-optimized content

                                  ●  Oversaw social media marketing and outreach

                                  ●  Maintained quality control and optimization of content